



IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-68 (GP-241-00-US)**

Applicants: **Kristin COIT, et al.**

Serial No.: **10/814,102**

Filing Date: **March 31, 2004**

Title: **IMPROVING ADVERTISEMENT APPROVAL**

Examiner: **Not yet assigned**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

Information Disclosure Statement Transmittal

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97(b)(3).

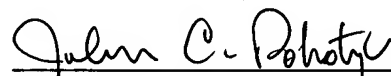
Accordingly, it is believed that no fee is due. If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97(c)(1) in the alternative. A statement under 37 C.F.R. § 1.97(e)(1) is provided for this alternative.

Certification Under 37 C.F.R. § 1.97 (e)(1)

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from the U.S. PCT Receiving Office in a counterpart international application not more than three months prior to the filing of the Information Disclosure Statement.

Respectfully submitted,

Dated: December 12, 2006



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CERTIFICATE OF MAILING under 37 C.F.R. § 1.8(a)

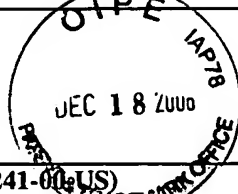
I hereby certify that this correspondence is being deposited on **December 12, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo
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36,242
Reg. No.

(modified PTO/SB/08A)

U.S. Department of Commerce Patent and Trademark Office		Application Number: 10/814,102	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Filing Date: March 31, 2004	
		First Named Inventor: Kristin COIT	
		Group Art Unit: 3622	
		Examiner Name: Not yet assigned	
Sheet 1	of 1	Attorney Docket No.: Google-68 (GP-241-001-US)	



U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	AA	US 2003/0037041	02-20-2003	HERTZ	

Examiner Initials*	Cite No. ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
	AB	PCT INTERNATIONAL SEARCH REPORT (PCT/ISA/210) FOR INTERNATIONAL APPLICATION NO. PCT/US05/10821 (2 pgs.) (October 26, 2006)	
	AC	PCT WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY (PCT/ISA/237) FOR INTERNATIONAL APPLICATION NO. PCT/US05/10821 (7 pgs.) (October 26, 2006)	

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.